

Health Advocate™, Inc. Hosts Free Seminar: Outlook for Health Reform 2011-2014

Seminar will explain what employers and other organizations need to know now to succeed

Plymouth Meeting, PA: July 5, 2011—Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, is pleased to announce a FREE **Outlook for Health Reform 2011-2014** seminar designed to help employers and other organizations comply with new reform requirements and succeed in the new environment. The exclusive seminar will take place July 13, 2011 at The Union League in Philadelphia, PA.

Featured speakers include Scott Post, Vice President, Corporate and Association Affairs and Health Care Reform Executive at Independence Blue Cross and Abbie Leibowitz, M.D. Executive Vice President, Chief Medical Officer and Cofounder of Health Advocate, Inc. They will explain key components of the law, including required mandates, high risk pools, medical loss ratio limits and insurance exchanges as well as the growing importance of workplace wellness programs.

"In speaking with our clients, we found that many are looking for information and insight into how reform will affect their businesses and how they need to prepare," says Michael J. Cardillo, President, CEO and Cofounder of Health Advocate. "Not only will this seminar cover the nuts and bolts of reform, but guests will also learn steps to take now, before reform is in full effect in 2014."

Outlook for Health Reform 2011-2014

Date: Wednesday, July 13, 2011
Time: 8 a.m. to 10 a.m. ET
(A buffet breakfast will be served at 7:30 a.m.)
Location: The Union League, 140 South Broad Street, Philadelphia, PA 19102
RSVP: Wednesday, July 6, 2011
Register by Phone: 866.385.8033, prompt #2
Register by Email: RSVP@HealthAdvocate.com

In addition to the presentation and subsequent question and answer session, attendees will also receive a complementary **Health Reform Survival Guide** that contains a list of helpful resources as well as concise, practical, up-to-date information to help them understand the "ins-and-outs" of health reform.

Employers, businesses and other organizations are invited to attend.

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Featured Speakers

Scott Post

**Vice President, Corporate and Association Affairs and Health Care Reform Executive
Independence Blue Cross**

Scott Post is Vice President of Corporate and Association Affairs and serves as lead Health Care Reform Executive at Independence Blue Cross. In this capacity, Mr. Post supports the Senior Team on interpretation of the healthcare bill and implementation efforts across market segments. Mr. Post also coordinates with Blue Cross and Blue Shield Association (BCBSA), America's Health Insurance Plans (AHIP) and IBC's Strategy Office on future implications for the industry, markets and consumers.

Mr. Post has been with IBC for over 23 years, and served as Vice President of Marketing Administration where he oversaw market research and planning, marketing communications, information systems and the product management and development functions for group and individual commercial product lines. He was formerly the Vice President of Sales for Medical Education Systems and a Sales Training Manager for Winthrop Laboratories.

Mr. Post is a 1979 graduate of Ithaca College in Ithaca, New York, where he earned a bachelor's degree in Biology.

Abbie Leibowitz, M.D.

**Executive Vice President, Chief Medical Officer and Cofounder
Health Advocate, Inc.**

Dr. Abbie Leibowitz is a nationally recognized leader in the healthcare industry and an authority on managed care, clinical management, quality assurance, and medical data and information systems. Before cofounding Health Advocate, Dr. Leibowitz was EVP for Medscape, Inc., served as Chief Medical Officer for Aetna U.S. Healthcare and U.S. Healthcare, and spent 12 years in private pediatric practice. He received his medical degree from Temple University Medical School. Dr. Leibowitz is board certified by the American Board of Pediatrics, is a fellow of the American Academy of Pediatrics and a member of the Philadelphia Pediatric Society.

About Health Advocate

Health Advocate™, Inc., the nation's leading independent healthcare advocacy and assistance company, serves 21+ million Americans through more than 7,500 client relationships, including many of the nation's largest companies, helping members personally navigate healthcare and insurance-related issues, saving time and money. Our Core Health Advocacy service is centered around our Personal Health Advocates, who assist members with a range of clinical, administrative and insurance-related issues. Our spectrum of add-on complementary employee- and employer-based solutions include our Wellness Advocate™, Benefits Gateway and Health Information Dashboard™, EAP+Work/Life™, Chronic Care Management™ and decision support programs. The solutions are designed to lower healthcare costs, increase productivity and improve outcomes.

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Founded in 2001 and headquartered in suburban Philadelphia, Health Advocate has been recognized, for the fourth consecutive year, as one of America's fastest growing private companies by *Inc. 500*, named one of the Fastest Growing Companies in North America on Deloitte's 2010 Technology Fast 500™ and is rated one of the Top 20 Best Places to Work by *Philadelphia* magazine.

Health Advocate is not affiliated with any insurance or third party provider. Health Advocate does not replace health insurance coverage, provide medical care or recommend treatment.

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